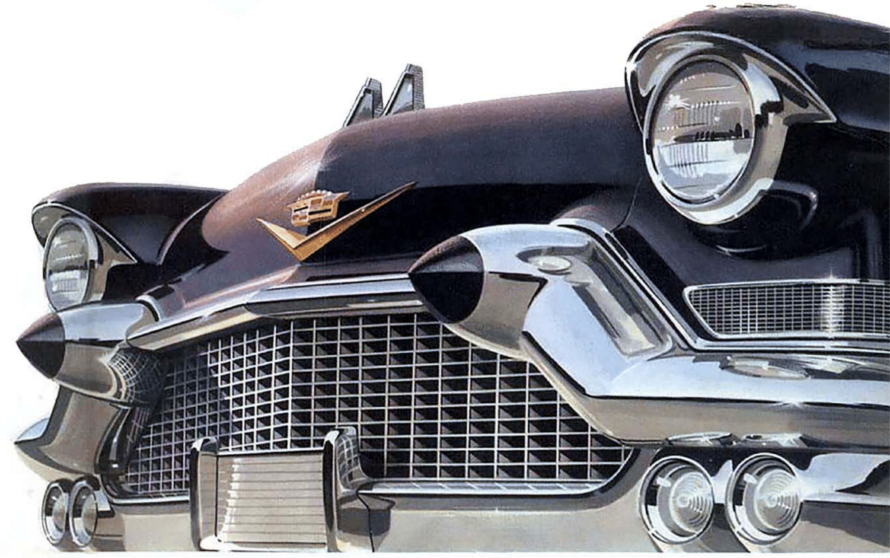


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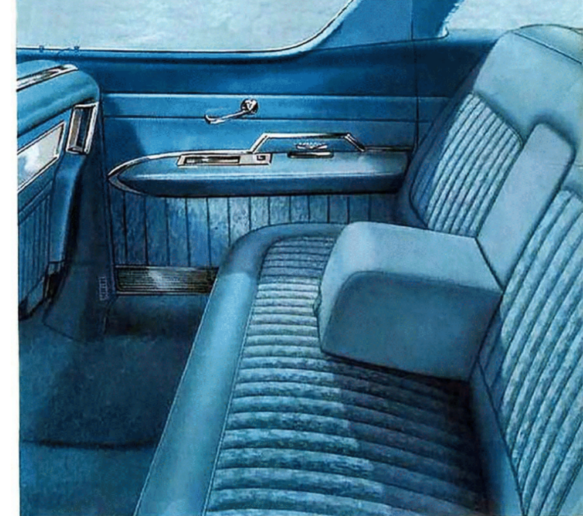
NINETEEN FIFTY-SEVEN



The Magnificent Fleetwood Sixty Special Sedan

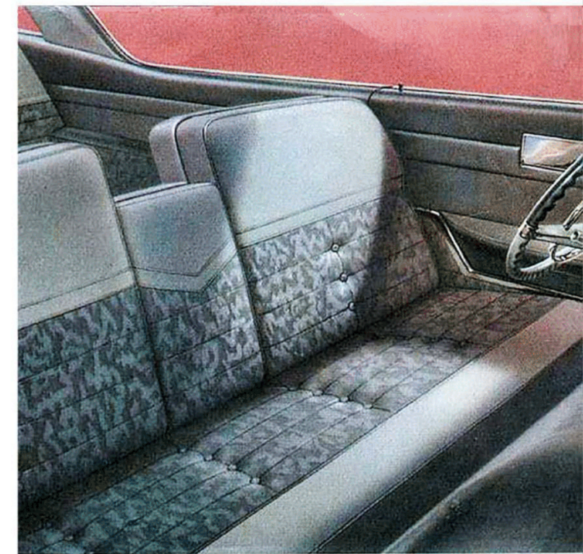
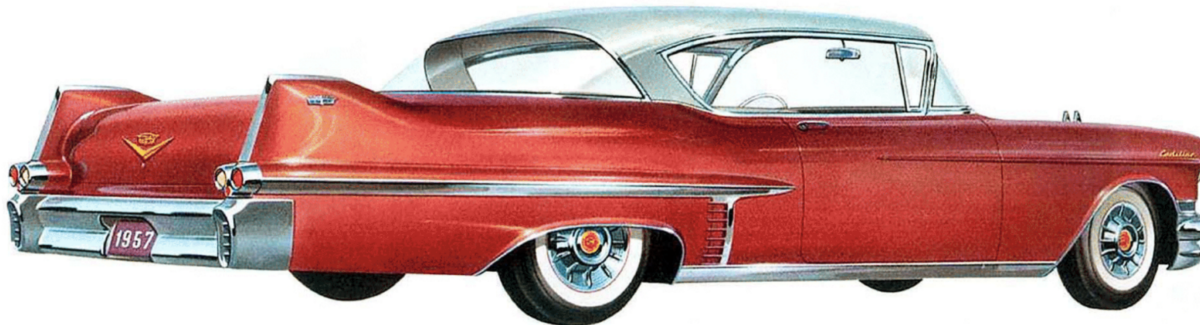


The new Cadillac Fleetwood Sixty Special Sedan is a superlative blend of classic symmetry and functional design. It is almost three inches lower in over-all height, providing a more graceful silhouette and greater highway stability. The new grille ensemble presents, for the first time, an important safety innovation—molded rubber bumper guard inserts. The smart, new rear fenders are enhanced by fender fairings that taper gracefully into dual taillight and directional signal light assemblies. The spacious Fleetwood Sixty Special interiors are fashioned in a selection of ten luxurious new fabric and leather combinations.

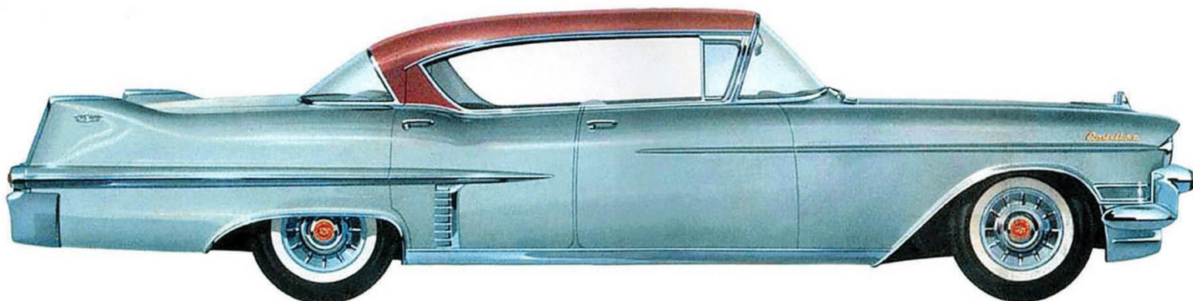


The Beautiful Sixty-Two Coupe

Never before has the Cadillac Sixty-Two Coupe been so dramatically beautiful and luxurious as it is for 1957. From the smooth, flowing sweep of the front fender line to the high-sweeping fins of the rear fender, it is completely new in design. Wheel openings are higher and are framed in chrome . . . twin circular housings prominently display tail lamps, back-up and stop lamps . . . and the new exhaust outlets are gracefully formed in the rear bumper. The 1957 Sixty-Two Coupe is indeed an outstanding Cadillac accomplishment in quality and practicality . . . dignity and elegance.



The Luxurious Sixty-Two Sedan



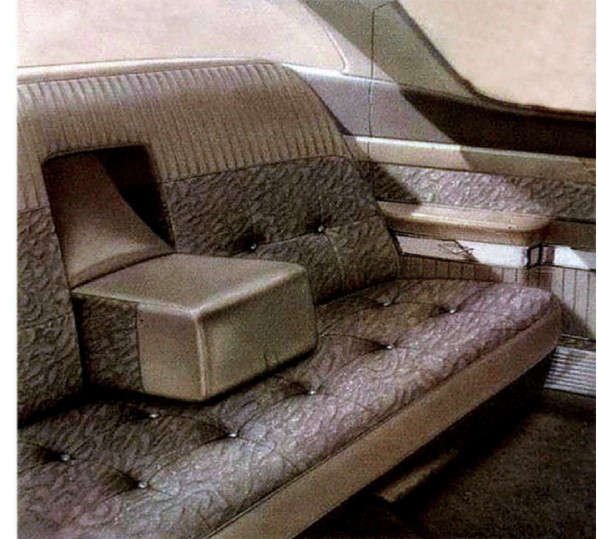
Brilliantly new in styling for 1957, the Sixty-Two Sedan, like the Sixty Special Sedan, combines the quietness and convenience of a four-door model with the openness and visibility of a hardtop design. Window areas unusually generous, and there is no center pillar to obstruct side vision. Interiors of the Sixty-Two Sedan and Coupe are elegantly tailored in matching combinations of gray, blue, beige or green Neptune with Glacial Mist cloth bolsters. There are also three choices of Grecian cloth with harmonizing Elascobol bolsters.



The Inspiring Sixty-Two Sedan de Ville

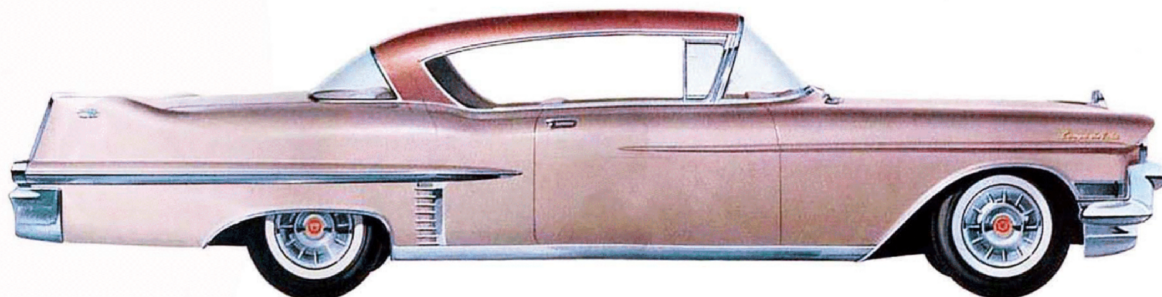


Introduced last year, the Sedan de Ville quickly captured the hearts of motorists everywhere. Styled in the spirit and brilliance of its companion car—the Coupe de Ville—it is a model of truly enchanting beauty. Interiors of the 1957 de Ville models are brilliantly conceived and exquisitely executed. They are available in a choice of gray and silver Sahara cloth with white leather, blue Sahara cloth and leather, beige Sahara cloth and leather, green Sahara cloth and leather, black and Mountain Laurel Corinthian cloth with matching leather, gray and silver brocade with white leather, blue brocade with blue leather or green brocade with green leather.

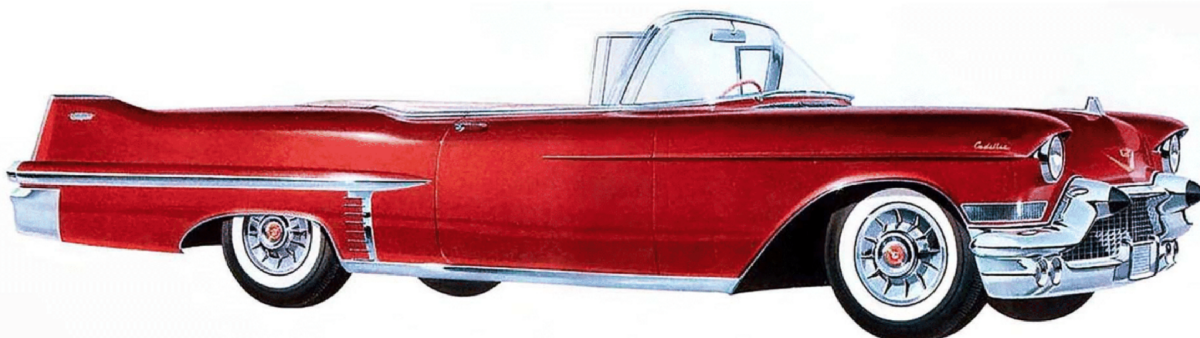


The Glamorous Sixty-Two Coupe de Ville

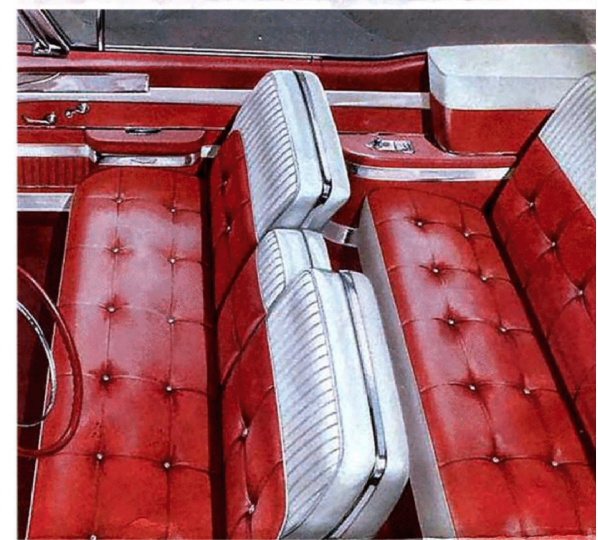
In the Coupe de Ville, Cadillac's styling artistry is displayed in its fullest glory. The very name "de Ville" is synonymous with great beauty . . . brilliant luxury . . . and magnificent performance. And never have these virtues been more evident than they are in this 1957 creation. Seen from without, it is an inspiration to behold. While within, the occupants are surrounded by appointments . . . luxuries . . . and fabrics that will inspire even the most seasoned of Cadillac owners. Add to all this visible elegance the hidden excellence of fine design and master craftsmanship and the result is a truly extraordinary motoring achievement.



The World Famous Sixty-Two Convertible



Seen here is the 1957 edition of the famous Cadillac Sixty-Two Convertible—one of the most renowned motor cars ever to travel the world's highways. Its new close-to-the-road look is immediately apparent in the forward slope of the hood and in the low, massive grille. At the rear, the fenders and luggage compartment lid are of equal height to produce an effect of greater width. Interiors are available in a colorful array of fine leathers in single or two-tone choices. The 1957 Sixty-Two Convertible is, in every respect, a masterpiece of Cadillac styling and design.

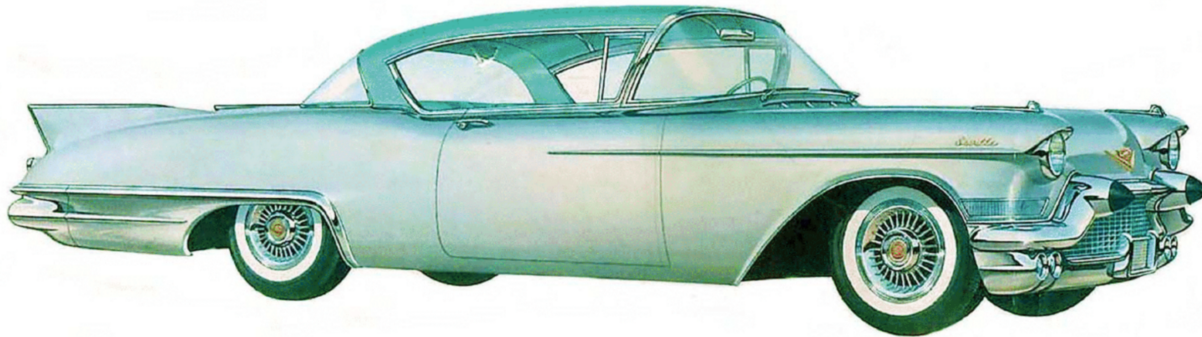


The Sensational Eldorado Biarritz

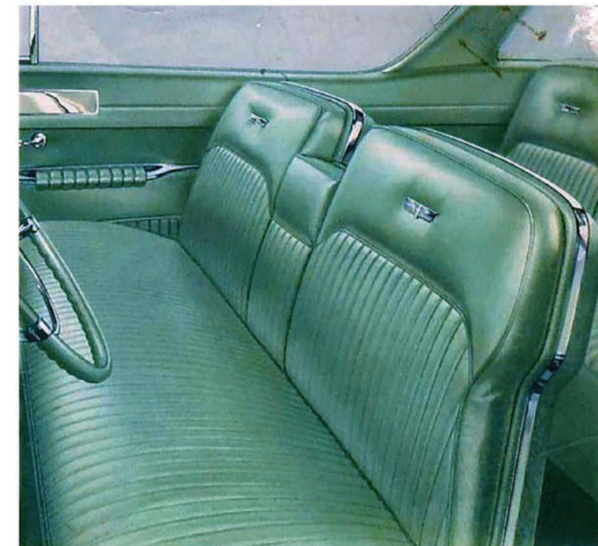
Seldom has a motor car created such intense excitement on the American motoring scene as has the fabulous Eldorado Biarritz. Its shimmering chrome or gold grille . . . its dual-winged front fender ornaments . . . its dramatic rear panel fins . . . and its chrome rear panels that sweep gracefully into a rounded rear deck . . . all give the Eldorado Biarritz a unique beauty. Interiors are available in a wide selection of luxurious and exquisite leathers. Its performance, paced by either the standard 300-h.p. Cadillac engine or the special 325-h.p. Eldorado engine, is a revelation. Here, without question, is an automobile that has no counterpart on the world's highways.



The Sensational Eldorado Seville

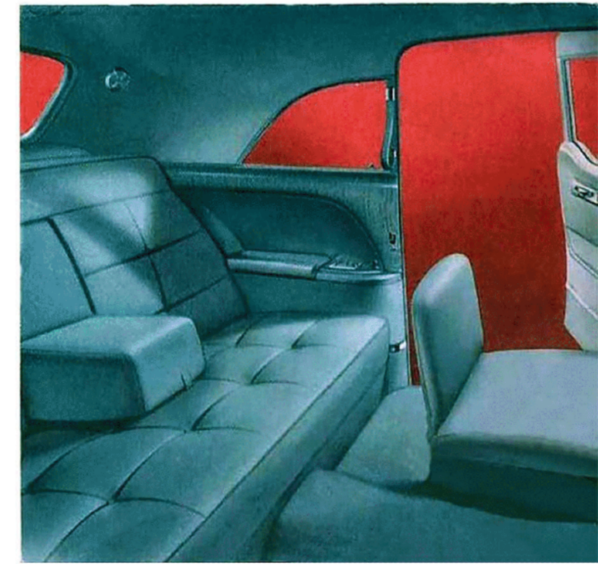


Instantly recognizable as a motor car of special distinction, the Eldorado Seville is a showcase for Cadillac's styling artistry and engineering genius. Its graceful and trim lines envision a whole new era of motor car design. Its fine craftsmanship and the painstaking care with which it is assembled are a tribute to Cadillac's skill and knowledge. This attention to detail is equally evident in its luxurious interiors—beautifully designed and impeccably tailored with imported Cape buffalo-skin leathers in black and white, Sube-blue, Elysian green or Kiowa red and white and in four elegant fabric and leather combinations.



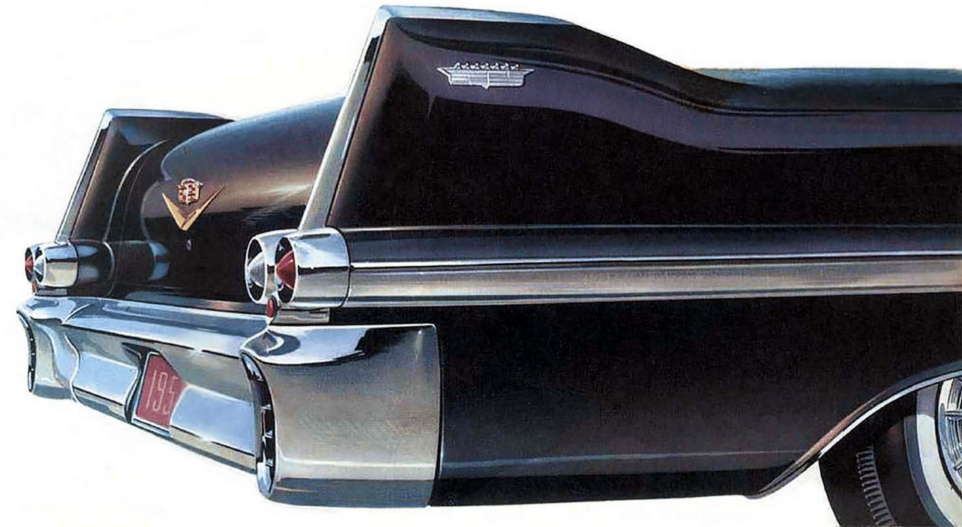
The Distinguished Fleetwood Seventy-Five Sedan And Limousine

Perhaps in all the world there is no other motor car more celebrated for its elegance and distinction than the magnificent Cadillac Fleetwood Seventy-Five. And certainly for 1957, it will add still greater lustre to its unique reputation. Both the new Fleetwood Seventy-Five Sedan and Limousine are far more elegant . . . far more richly crafted . . . and far finer in performance than ever before. The Seventy-Five Limousine is fitted with an electrically operated glass partition between the front and rear compartments. The front seat of this model is furnished in luxurious black leather. As the ultimate in motoring ease and safety—for personal or for company use—the Cadillac Fleetwood Seventy-Five Nine-Passenger Sedan and Limousine stand uniquely alone.



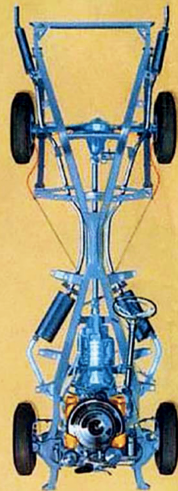
PRESENTING THE MOST
SIGNIFICANT ADVANCEMENTS
CADILLAC HAS EVER
ACHIEVED IN STYLING AND DESIGN!

Never before has a motor car in a single year established so many milestones for the world's automotive designers and engineers as does the 1957 Cadillac. For the Cadillac of 1957 is brilliantly new in beauty and performance—bringing to the world's motorists a new concept of automotive excellence. Many of its spectacular and revolutionary advancements achieve the perfection that motor car engineers have long been striving to attain. As you learn them—one by one—we know you will agree that this is, indeed, Cadillac's finest year.



*Introducing
A New 300 h.p.
Cadillac Engine
And Revolutionary
New Frame Design*

The Cadillac engine for 1957 features a higher compression ratio . . . a redesigned four-barrel carburetor . . . new, larger combustion chambers . . . and a full 300 horsepower. Available on Eldorado models is an advanced engine providing 325 horsepower. Both provide power and eagerness and responsiveness that set a new standard of automotive performance. To cradle these dynamic new power plants, Cadillac has developed a completely new tubular-center X frame. This new frame provides greater structural rigidity and resistance to twisting forces and, at the same time, permits lowering the car without sacrificing space.



SPECIFICATIONS

ENGINE: Designed and precision-built by Cadillac. Eight-cylinder, overhead 90° V-type; bore 4.0", stroke 3.625"; displacement 365 cu. in. Engine mounted in rubber at three points. Compression ratio 10 to 1. Optional dual-carburetor engine available on Eldorado Biarritz and Seville only.

PISTONS: Aluminum alloy, slipper-type to reduce friction surfaces and permit nesting between crankshaft counterweights. Two compression rings, one oil ring with expander; top compression ring chrome-plated to minimize wear on cylinder walls; piston surfaces are stannate treated for better wearing qualities and scuff resistance.

CARBURETOR: Four-barrel downdraft with equalized manifolding; mechanical fuel pump; oil-bath type air cleaner; intake silencer; automatic choke. A special engine with dual, four-barrel carburetors is optional on the Eldorado Biarritz and Seville only.

LUBRICATION: Full-pressure. Oil filter standard.

ELECTRICAL SYSTEM: 12-volt.

GASOLINE TANK CAPACITY: 20 gallons.

HYDRA-MATIC DRIVE: Fully automatic, step-gear type. Controlled fluid coupling on forward gear set for smoother shifts. Provides two Drive Ranges, Lo Range and Reverse.

REAR AXLE: Hypoid, semifloating. Differential housing offset to provide straight-line drive. Ratio is 3.07 on all except Series 75. A 3.36 axle is provided on Eldorados with the 325-h.p. engine, on Series 75, on air-conditioned models and optional on all other models. A 3.77 is optional on Series 75.

FRONT SUSPENSION: Spherical joint with Cadillac independent, helical-coil type springs.

REAR SUSPENSION: Hotchkiss drive. Rear springs are 5-leaf, semielliptic, 56½" long, 2½" wide (Series 75: 6-leaf).

BRAKES: Cadillac Power Brake System standard equipment. Low-pedal type with master brake cylinder mounted on the frame and the vacuum power cylinder mounted on the cowl. Effective brake lining

area, 210.32 sq. in., 233.72 sq. in. on Series 75 models.

STEERING: Cadillac Power Steering standard equipment with an over-all steering ratio of 19.5 to 1.

FRAME: Cadillac tubular-center X frame provides increased rigidity while permitting lowering of body for improved appearance and greater stability.

TIRES: Low-pressure, 4-ply, tubeless. Size—8.00 x 15 (Series 75: 6-ply, size—8.20 x 15). White sidewall tires*, optional at extra cost.

DIRECTIONAL SIGNALS: Standard equipment.

BACK-UP LIGHTS: Standard equipment.

SABRE-SPOKE WHEELS*: Heavy-gauge steel and aluminum. Optional at extra cost.

TREAD: Front and rear, 61".

WHEELBASE: 60 Special, 133"; Series 62, 129.5"; Series 75, 149.75".

OVER-ALL LENGTH: 60 Special, 224.4"; Series 62 Coupe, Convertible and Coupe de Ville, 220.9"; Series 62 Sedan and Sedan de Ville, 215.9"; Eldorado Seville and Biarritz, 222.1"; Series 75, 236.2".

*Standard on Eldorado Seville and Biarritz.

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION